



Datamatics Delivers **Custom Data Build & Content Syndication** for a Top Cloud-based RTE Platform

ABOUT THE CLIENT:

The client is a leading Real-Time Engagement (RTE) platform, headquartered in Santa Clara, CA. The platform enables developers with live interactive video SDKs to create rich in-app experiences for users across gaming, education, social, entertainment, and enterprise apps.



INDUSTRY FOCUS:

Gaming, Education
& Entertainment

GEOGRAPHY FOCUS:

US & Europe



OVERVIEW:

Looking to expand its customer-base in the gaming, education, entertainment & enterprise domains, the client was keen to reach out to developer community.

The business requirements were to target prospects - Directors/VPs/Heads of Departments of the following functions – Software Engineering, App Development, Product Management, along with CEOs, Chief Product Officers and CTOs from a pre-defined target account list (TAL).



OBJECTIVE:

The project goals were –



Generate 100+ MQLS & SQLS
from a targeted account list



Custom data build from a list of
10K-15K ACCOUNTS

PROJECT HIGHLIGHTS:

With specific business needs at the core of the project, leveraging advance account-based marketing (ABM) techniques, and a robust content syndication program, we were able to –

- Generate 100+ MQLs & SQLs from the Target Account List (TAL)
- Build custom data sets of TAL and run content syndication campaigns
- Create a database and reach specific job titles - Software Engineers, Product Managers, App Developers, Directors, VPs, CTOs, etc.

BUSINESS CHALLENGES:

The biggest hurdles for the business and the inhouse sales & marketing teams included –

- Low penetration into the targeted accounts
- Lack of lead generation expertise within the in-house sales team
- Limited availability of vendors with expertise in building custom data sets
- A very niche list of target accounts (TAL)

DATAMATICS' SOLUTION:

After a detailed discussion between our B2B lead gen solution experts and the client's teams, we could tailor a customized solution that addressed all their business needs.

With our bespoke B2B lead generation solution, we were able to offer –

- Custom data build from the given list of targeted accounts
- Engaging content syndication program for their target accounts
- Double touch lead gen process with content syndication
- Custom landing pages and email campaign templates

STUDY APPROACH & METHODOLOGY:

With our rich expertise in B2B lead generation, we were able to create a custom solution to meet the client's business needs; the key highlights of our methodology include –

- Double touch lead gen process under content syndication
- Custom data build from the targeted account list (TAL)
- Content syndication program with dedicated landing pages and emailers

BUSINESS GAINS:

The project is still in its initial stages; however, we are already seeing amazing results as per the client's requirements. The tangible business gain we have been able to achieve so far includes the 100+ qualified leads delivered to the client.



ABOUT DATAMATICS BUSINESS SOLUTIONS

Datamatics Business Solutions is a technology-driven outsourcing partner for global enterprises. We serve global Fortune 1000 companies, growing enterprises, and start-ups with our bespoke research and consulting services to accelerate their demand generation initiatives. We have a proficient workforce of 600+ research professionals empowered by advanced AI-based data capabilities.

With over 200K hours of research and consulting support delivered to a client base spread over 30+ countries, we address the B2B demand generation requirements of our client base with utmost precision.